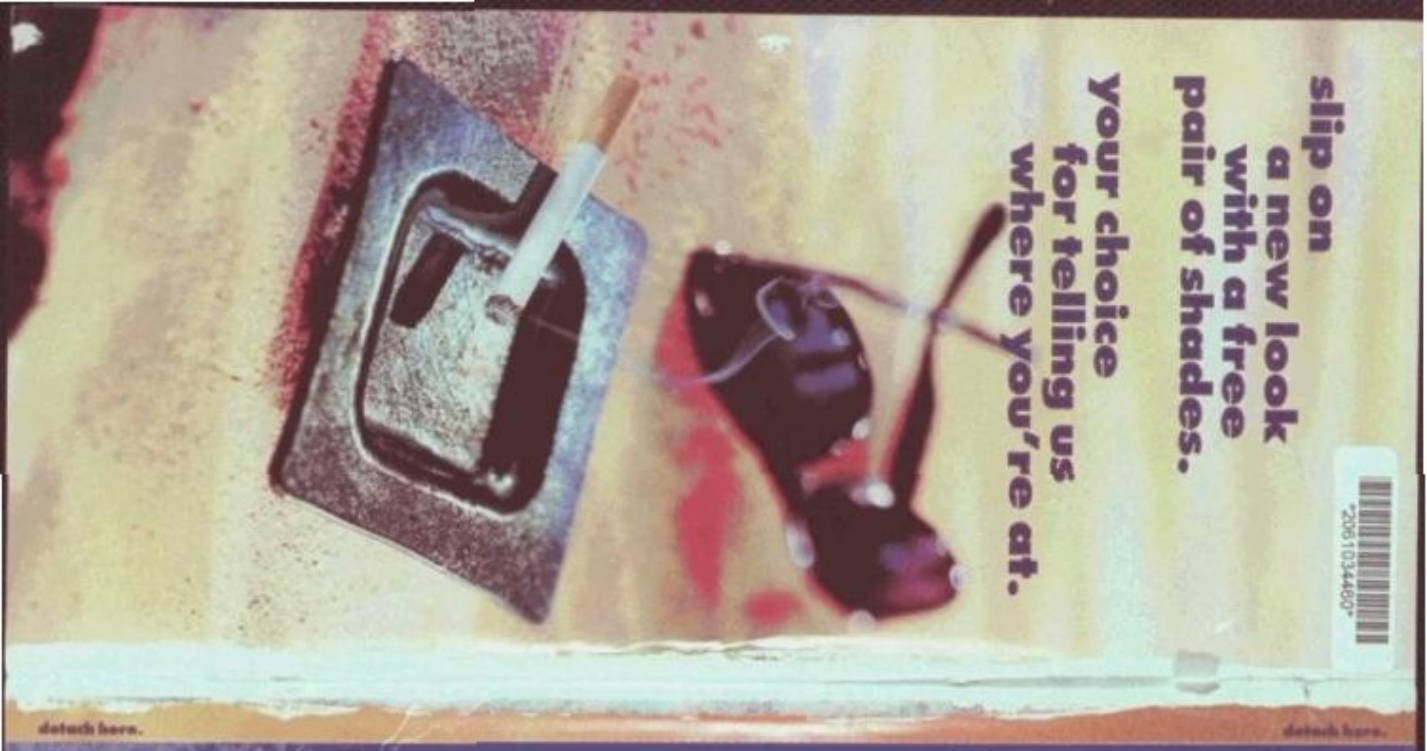

slip on a new look with a free pair of shades.

your choice for telling us where you're at.

2061034460

detach here.

detach here.

what you want.

CHECK THE BOX THAT'S YOU.

who you are.

FOR SMOKERS AGE 21 OR OVER

PLACE OUTSIDE ADDRESS LABEL HERE TO GET YOUR SHADES.

Your label contains your Official Shades I.D. Number.

Use the lines below to print name and address corrections only.

By responding to the following survey and signing below, I certify that I am a cigarette smoker 21 years of age or older. I am also willing to receive free samples of cigarettes and incentive items in the mail, subject to applicable state and federal law.

SIGNATURE (required) _____ BIRTH DATE (required) ___/___/___ (Month, Day, Year)

Free Sunglasses Offer good until December 31, 1993. Please allow 10 to 12 weeks for delivery. Only manufacturer's warranty applies. Not responsible for lost, late, misdirected, mutilated or postage-due mail. Offer good only in U.S.A. Consumer Survey Associates, Sunglasses offer is limited to one per person regardless of the number of surveys completed. It may be necessary to substitute a different pair of sunglasses if your selection is not available. Your sunglasses are not returnable for exchange. Void where otherwise prohibited, taxed or licensed. Offer limited to smokers 21 years of age or older.

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what you like.

1. What is your regular brand of cigarettes—that is, the brand you smoke most often? _____ (Brand)

2. Is your regular brand...? (Check one.)
☐ Regular/King Size ☐ 100's ☐ 120's

3. Is your regular brand...? (Check one.)
☐ Menthol ☐ Non-Menthol

4. Is your regular brand...? (Check one.)
☐ Filter ☐ Non-Filter

5. Is your regular brand...? (Check one.)
☐ Lowest-1 mg Tar ☐ Ultra/Extra Low Tar
☐ Light/Mild ☐ Medium ☐ Full Flavor

6. Do you usually buy it by the...? (Check one.)
☐ Pack ☐ Carton ☐ Both Ways

7. How long have you smoked this brand?
☐ Less than 1 year ☐ 3 to 5 years
☐ 1 to 2 years ☐ Over 5 years
☐ 2 to 3 years

8. What, if any, was your previous brand? _____ (Brand)

9. The next time you go to the store, if your regular brand were not available, what would you do? (Check one.)
☐ Go to another store to buy my regular brand.
☐ Buy another type or length of my regular brand.
☐ Wait until the store has my regular brand.
☐ Buy a different brand entirely.

10. Which of the following statements best describes the way you use cigarette coupons? (Check one.)
☐ I use almost any cigarette coupon I get.
☐ I occasionally use coupons for cigarettes, even if they are not for my regular brand.
☐ I only use coupons if they are for my regular brand.
☐ I never use coupons to buy cigarettes.

11. If your regular brand were not available, which of the following brands would you consider buying? (Check all that apply.)

☐ Alpine	☐ GPC	☐ Pyramid
☐ Basic	☐ Kent	☐ Raleigh Extra
☐ Benson & Hedges	☐ Kool	☐ Salem
☐ Best Buy	☐ Magna	☐ Sterling
☐ Best Value	☐ Marlboro	☐ Store Brand/ Generic
☐ Bristol	☐ Merit	☐ Superslims
☐ Bucks	☐ Misty	☐ True
☐ Cambridge	☐ Monarch	☐ Vantage
☐ Camel	☐ Montclair	☐ Viceroy
☐ Capri	☐ More	☐ Virginia Slims
☐ Carlton	☐ Newport	☐ Winston
☐ Doral	☐ Now	
☐ None	☐ Parliament	
	☐ Other _____ (Brand)	

12. Please list all the brands of cigarettes you smoked at least one pack of in the past two weeks. How many packs did you smoke of each brand? **(Use as many lines as you need. Write in exact number of packs for each brand below. Note: 1 carton = 10 packs.)**

Brand Name	# of Packs

13. Where do you usually buy your cigarettes? (Check one.)
☐ Supermarket Chain
☐ Neighborhood Grocery
☐ Convenience/Gas
☐ Drug Store/Pharmacy
☐ Discount Store

14. How often do you use special in-store cigarette offers, such as a free gift with purchase, a 2-for-1, or special prices?

	Frequently	Occasionally	Never
I look for special offers for my **regular brand**...	☐	☐	☐
I take advantage of special offers for brands **other than my regular brand**...	☐	☐	☐

15. Which of the following best describes you? (Check one.)
☐ White
☐ African-American
☐ Hispanic
☐ Asian
☐ American Indian
☐ Other _____

16. Are there other smokers in your household 21 years of age or older? Please print full names, birth dates and regular brands.

First Name	M.I.	Last Name
Birth Date	Regular Brand	
First Name	M.I.	Last Name
Birth Date	Regular Brand	

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